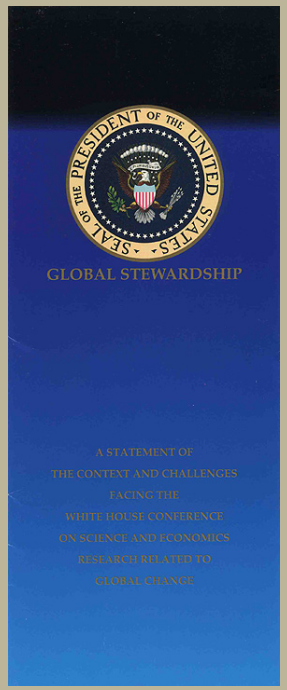
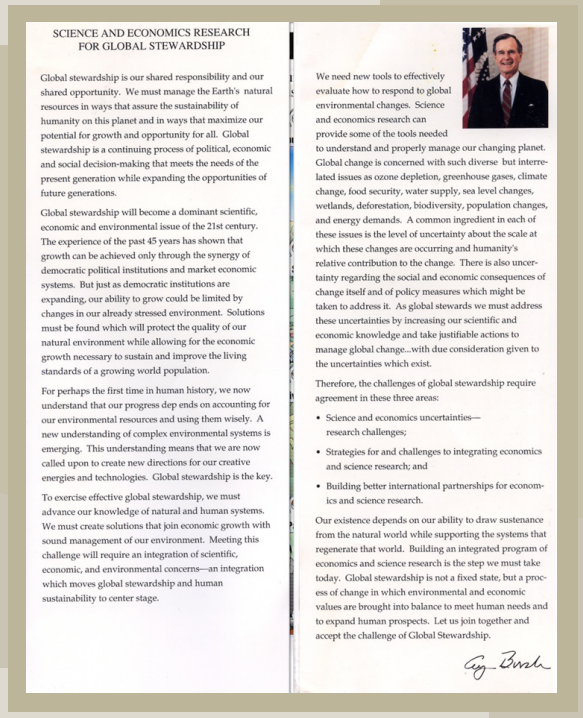
for the first Bush White House
the task is to design a **visualization**

for a conference in Washington
of the top ministers from 19 countries
coming to discuss environmental issues



normally the handout
would be just Bush's words



SCIENCE AND ECONOMICS RESEARCH
FOR GLOBAL STEWARDSHIP

Global stewardship is our shared responsibility and our shared opportunity. We must manage the Earth's natural resources in ways that assure the sustainability of humanity on this planet and in ways that maximize our potential for growth and opportunity for all. Global stewardship is a continuing process of political, economic and social decision-making that meets the needs of the present generation while expanding the opportunities of future generations.

Global stewardship will become a dominant scientific, economic and environmental issue of the 21st century. The experience of the past 45 years has shown that growth can be achieved only through the synergy of democratic political institutions and market economic systems. But just as democratic institutions are expanding, our ability to grow could be limited by changes in our already stressed environment. Solutions must be found which will protect the quality of our natural environment while allowing for the economic growth necessary to sustain and improve the living standards of a growing world population.

For perhaps the first time in human history, we now understand that our progress dep ends on accounting for our environmental resources and using them wisely. A new understanding of complex environmental systems is emerging. This understanding means that we are now called upon to create new directions for our creative energies and technologies. Global stewardship is the key.

To exercise effective global stewardship, we must advance our knowledge of natural and human systems. We must create solutions that join economic growth with sound management of our environment. Meeting this challenge will require an integration of scientific, economic, and environmental concerns—an integration which moves global stewardship and human sustainability to center stage.

We need new tools to effectively evaluate how to respond to global environmental changes. Science and economics research can provide some of the tools needed to understand and properly manage our changing planet. Global change is concerned with such diverse but interrelated issues as ozone depletion, greenhouse gases, climate change, food security, water supply, sea level changes, wetlands, deforestation, biodiversity, population changes, and energy demands. A common ingredient in each of these issues is the level of uncertainty about the scale at which these changes are occurring and humanity's relative contribution to the change. There is also uncertainty regarding the social and economic consequences of change itself and of policy measures which might be taken to address it. As global stewards we must address these uncertainties by increasing our scientific and economic knowledge and take justifiable actions to manage global change...with due consideration given to the uncertainties which exist.

Therefore, the challenges of global stewardship require agreement in these three areas:

- Science and economics uncertainties—research challenges;
- Strategies for and challenges to integrating economics and science research; and
- Building better international partnerships for economics and science research.

Our existence depends on our ability to draw sustenance from the natural world while supporting the systems that regenerate that world. Building an integrated program of economics and science research is the step we must take today. Global stewardship is not a fixed state, but a process of change in which environmental and economic values are brought into balance to meet human needs and to expand human prospects. Let us join together and accept the challenge of Global Stewardship.

the Bush team wanted to include
a **visualization of their interrelations**

the solution is a 17x11 **brochure gateway centerfold**
that represents each of the designated issues
and integrates them into a wholistic view

a **big-picture overview** of a complex subject
which is used here in print
—and can be imagined as a **situation room**, as well

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